LAUGH AT THE ZEPPS. *See page ii. of cover.*

JOHN BULL

Vol. XVIII. No. 497. SATURDAY, DECEMBER 11, 1915. ONE PENNY

[Registered at the G.P.O. as a Newspaper]

A 48163.

For meaning of this number see page 25.

Come the three corners of the world in arms,
And we shall shock them: nought shall make us rue,
If Britain to itself do rest but true.

Edited by
HORATIO BOTTOMLEY.

The Circulation of "John Bull" exceeds 1,350,000 copies weekly.

"JOHN BULL'S" GREAT FREE INSURANCE SCHEME AGAINST ALL WAR RISKS.

We are giving *absolutely free of any charge whatever* an Insurance which covers you against ZEPPELIN OR OTHER AIR RAIDS, BOMBARDMENT, INVASION, RAID, RIOT, CIVIL COMMOTION, CIVIL WAR, REVOLUTION, REBELLION, BLOCKADE—indeed, every conceivable war risk to Life, Limb and Home. Anyone can be insured, *irrespective of sex or age*, but, of course, a separate coupon must be filled in for each person. Remember, the ordinary fire and accident policy issued by insurance companies does not afford any protection whatever against war risks.

We have made our insurance as simple and as comprehensive as possible, and shall not bother about any "legal representative" or "next-of-kin." We shall pay the amount of the insurance to the owner of the coupon, or to the person nominated thereon, and to no one else. Be sure to fill in a coupon for every member of your family. YOU MAY EITHER FILL IN AND SEND TO US A WEEKLY COUPON, WHICH AFTER ITS RECEIPT AT OUR OFFICES WILL KEEP YOU INSURED FOR ONE WEEK—BUT MUST BE RENEWED WEEKLY—OR, TO AVOID THE NECESSITY OF DOING THIS, YOU MAY SIGN THE NEWSAGENT'S ORDER FORM, WHICH WILL KEEP YOU PERMANENTLY INSURED DURING SUCH PERIOD AS THIS INSURANCE SCHEME AND YOUR ORDER TO THE NEWSAGENT REMAIN IN FORCE.

WHAT WE WILL PAY.

As regards all Air Raids, Bombardment, Invasion, Riot, Civil Commotion, Civil War, Revolution, Rebellion, Blockade, or Military or Usurped Power:—

In respect of any person (*man, woman or child*) who, whilst on land and in the British Isles, is killed, or dies within 30 days of receiving injury from any of the events named, we will, subject to the fulfilment of the few simple conditions set out below, pay the sum of	£200
Should he, or she, in the course of any of these happenings, become permanently totally disabled ...	£100
Should his, or her, house become directly damaged (whether it be private residence or residence in connection with a shop) or should the contents be damaged, not exceeding	£350
Loss of one quarter's rent during rebuilding of damaged home, up to	£25
Medical fees for injuries not proving fatal, but incapacitating the injured person from following his or her usual employment for more than three days, up to	£10

Claims must be received by us within forty-eight hours of the injury, and must be supported by such evidence as may be required by the Editor, whose decision shall be final upon all questions. Not more than one claim can be entertained in respect of any one person or home.

We reserve to ourselves the right to limit our total payments to £10,000, and to pay not more than £5,000 in respect of claims from any one paid. Payments shall be subject to the claimant's' rights against any other newspaper or insurance body.

Our insurance scheme applies exclusively to British-born subjects, and those of friendly Powers in the British Isles—*and not to Germans, Hungarians, Austrians, Turks, or Bulgarians, even though "naturalized," nor to members of His Majesty's Forces on Active Service, although the home of the latter, situate outside military or naval premises, may be insured.*

TO AVOID FILLING UP COUPON WEEKLY.

You may, if you are a *regular* and *continuous* reader of JOHN BULL—or decide to become one—sign this form and hand it to your newsagent, and you will be insured for all the benefits of the Scheme as published in each issue as though you had filled in the Coupon weekly, so long as this order and the scheme remain in force.

FORM FOR REGULAR READERS.
TO BE RETAINED BY NEWSAGENT.

To ..... *Newsagent*

.....

Please deliver JOHN BULL to me regularly until further notice.

Signed.....

.....

NOTE.—Each member of a family desiring to be insured *must* fill up a separate form.

If you make use of this Newsagent's Form you MUST fill in the Duplicate coupon which will be found next to this, and post it to JOHN BULL Insurance Dept., 93, Long Acre, London, W.C., where your name and the name of your nominee will be duly registered.

Dec. 11th. 1915

DUPLICATE COUPON.

Which must be posted to—

The INSURANCE DEPT., JOHN BULL, 93, LONG ACRE, W.C.

This is to notify that I have this day placed an order for the regular weekly supply of JOHN BULL with

..... *Newsagent of*

.....

And in the event of my being injured or killed on land within the British Isles, or of my home or its contents being damaged, I hereby nominate to receive any amount due under this insurance, first myself, or in the event of my Death:—

Name of Nominee .....

Address .....

Signature of Insured .....
(Mr., Mrs., or Miss)

Address .....

Dec. 11th. 1915. .....

A halfpenny stamp should be forwarded if an acknowledgment of receipt of Coupon is desired.

SPECIAL NOTE.—If you do not make use of the Newsagent's Form above fill in this form and post it to us (a Half-penny Stamp will suffice). Insurance and postage will be saved by the filling in of the Newsagent's Form.

WEEKLY INSURANCE COUPON.

(Insuring against ALL War Risks, as specified above.)

Name of Insured..... *Address*.....

.....

Age next Birthday..... *Date of Signature*.....

NOMINATION FORM.

In the event of my being injured or killed on land within the British Isles, or of my home or its contents being damaged, I hereby nominate first myself, or in the event of my Death:—

Name..... *Address*.....

to receive such sum as may become payable under the terms of the Insurance Scheme set out above.

.....

This coupon must be signed by the insured—or, in the case of children under twelve years of age, by their parents or legal guardians—and is available for seven days after its receipt by us.

INSIST ON

SPRATT'S

FOR YOUR DOG.

IMPORTANT.—The "John Bull" Pen Coupon will be found on page 25.

Make your Christmas Puddings and Mince Pies better than ever, with—

Shredded

"ATORA"

Beef Suet

No chopping! No waste! In tiny particles ready to mix with the flour.

Shredded for Puddings and Pastry, **and in Blocks** for Frying and Cooking.

1 lb. goes as far as 2 lbs. raw suet.

No Increase in Price.

1 lb. carton 10½d. ½ lb. 5½d.

Ask your grocer for it.

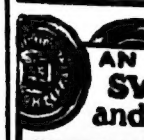
Sole Manufacturers:
HUGON & CO., Ltd.,
MANCHESTER.

Blick

TYPEWRITERS

The machines with the 20 years' reputation. You can learn to operate the Blick in half-an-hour. Write for list (62A), and free home-trial. Roman italic and script type. Greek, Hebrew and Oriental characters can all be used on the same machine, changing instantly from one to the other. The Blick is compact, strong, durable, and extremely portable. Weighs 5 lbs.

THE BLICK CO., LTD.,
9 & 10, Cheapside, London, E.C.



AN OLD FASHIONED SWEETMEAT and *STILL* the best

WILKINSON'S PERFECTED PONTEFRACT CAKES are a most delicious sweetmeat, and quite a change from toffees and chocolates. They are as acceptable to grown-ups as to youngsters. They are not sticky. To your friends at the front or in camp a tin will be a most acceptable gift.

WILKINSON'S "PERFECTED" LIQUORICE
PONTEFRACT CAKES

In ¼-lb. and 1-lb. tins, of all Confectioners. 1-lb. tin post free in the United Kingdom for 1s. 2d. from

W. R. WILKINSON & CO.
PONTEFRACT.

CHILBLAINS

ECZEMA, PILES, BAD LEGS

and all skin complaints can be quickly relieved and cured by a few applications of the world-famed

HARDCASTLE'S

BALM of GILEAD

Made and sold for over a century.

Sold by Boots, Taylors & all Chemists and Stores at 1/3 and 2/11 a box.

FREE SAMPLE

sent for 2d. stamps by Proprietors, W. Hardcastle and Sons, Stockton-on-Tees. Established 1806.

"JOHN BULLS" GUARANTEE.

We guarantee the goods sold by every advertiser in "John Bull" If any reader can show just cause for dissatisfaction with a purchase through any trade advertisement in the columns of this issue, we will refund the money. When replying to advertisements, be careful to write your name and address clearly.

BEACON OILSKINS

Keep you dry always. Men's 8/6, Children's 7/6, Sou'-westers, 1/6, Long Leggings, 2/9. Guaranteed against stickiness, leakage or dissatisfaction on money-back methods. **Illustrated List Post Free** Send Post-card now for this Art Booklet of "Weather Comfort," to BARBOUR'S, Ltd., 67, BEACON BUILDINGS, SOUTH SHIELDS.

KILL THAT INSECT, TOMMY.

Send your pals "out yonder" some tins of

HARRISON'S NURSERY POMADE

—they'll be very acceptable. When you haven't time to wash there's a big chance you'll have "companions." A little HARRISON'S POMADE KILLS EVERY INSECT on hair and body. Insist on having HARRISON'S POMADE. "Tins of comfort," at 4½d. and 9d. Sold by all Chemists—or by post from HARRISON, Chemist, Reading.

DO NOT TAKE OUR WORD FOR IT BUT PROVE FOR YOURSELF THE SUPERIORITY OF THE

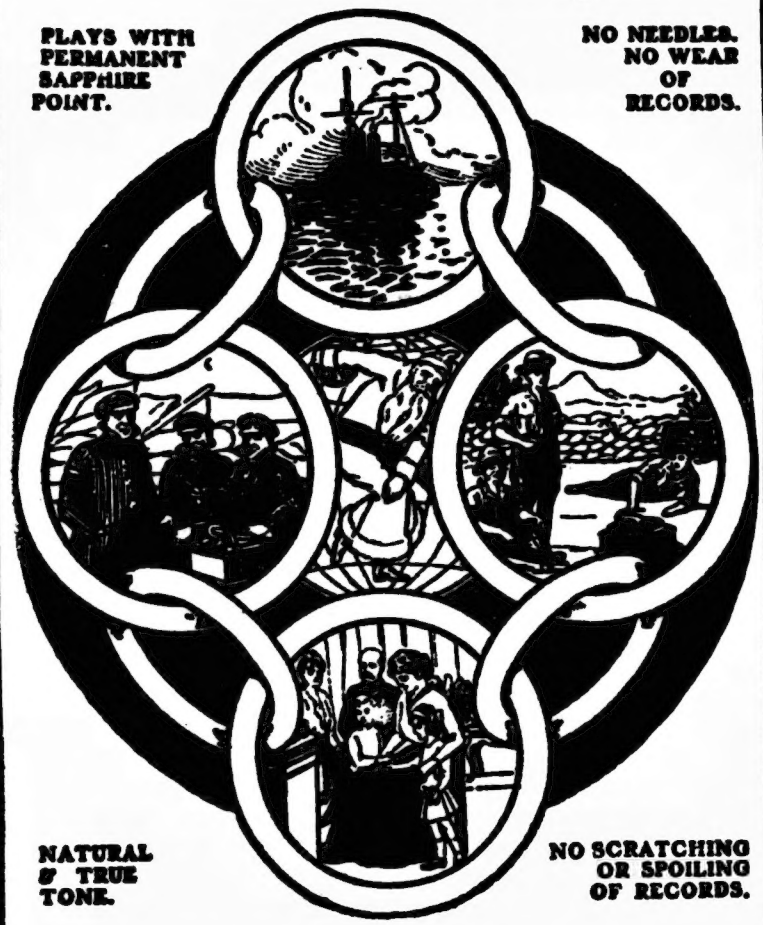
Pathéphone

by hearing it at any representative high-class Dealer's.

Christmas with the Pathéphone

PLAYS WITH PERMANENT SAPPHIRE POINT.

NO NEEDLES. NO WEAR OF RECORDS.

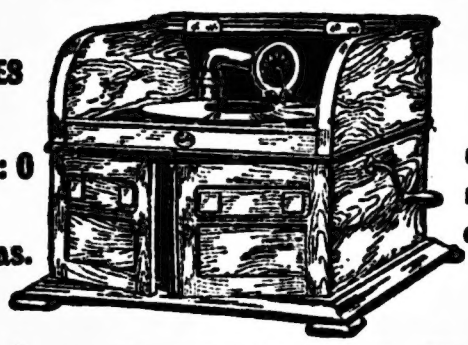


NATURAL & TRUE TONE.

NO SCRATCHING OR SPOILING OF RECORDS.

Links with Home

MACHINES FROM £2 : 17 : 0 TO 60 Guineas.



PATHÉ DOUBLE-SIDED DISCS.

Standard 10 inch	1/6
De Luxe 11 inch	3/-
Classic 14 inch	4/-

PATHÉ DISCS REQUIRE NO NEEDLES.

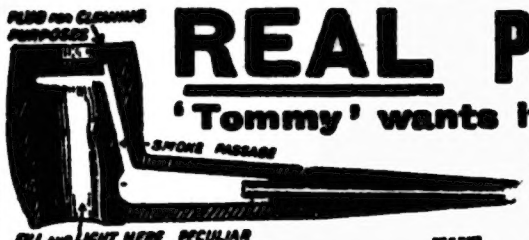
All the best Artists. No extra charge for Celebrities.

FREE OFFER. Pathé Sapphire Sound Boxes can be fitted to any Needlepoint Gramophone in a few moments. Given free of charge to purchasers of Pathé Records for the first time to the value of 12/- **FREE OFFER.**

Complete Catalogue from all high-class dealers, or direct

PATHÉ FRÈRES PATHÉPHONE LTD.,

HOLBORN, LONDON, W.C.



REAL PIPE-JOY

'Tommy' wants it—you want it.

Last Word THE UPSIDE DOWN PIPE

In the trenches 'Tommy' craves a pip. Cigarett's don't satis him, and it s too risky to smoke an ordinary pip. Send him a LAST WORD PIPE. Note its construction. It defies storm, wind and rain, and enables our her e at the front to smoke in comfort and safety, as there's no glow to draw the sniper's bullet. Get one for yourself, too. It r duces your 'baccy' bill by ¼ to ⅓; smokes dry, sweet and cool to the last shred. And it's not a freak. Photo, description and te timonial on re uest.

"'Tommy' is allowed to smok his 'wrong-way' pipe as h calls it, when cigarettes and ordinary pipes are forbidden."—Lt. F.C.——B.E.F.

PRICES.	s. d.
"Special"	2 6
Silver-mounted ..	3 9
"Extra," finest grained French briar, guaranteed	4 6
Silver-mounted	6 6
Postage abroad 6d. extra. Cross Cheques & P.O.'s London Joint Stock Bank.	

Send "HIM" one this XMAS.

M. D. WYSE, 6, GERRARD MANSIONS, GERRARD STREET. **LONDON, W.**

A Valuable Help is

Milkmaid Cocoa

It helps Economy and it helps Health—and splendidly, too! It saves you the cost of Milk and Sugar—it gives you the full nutritive sustaining value of pure Cocoa Made in a moment with boiling water.

Cash price, 4½d. & 8½d. per tin, of all Grocers.

Send card for beautifully illustrated booklet of recipes — post free.

NESTLE'S, 6 & 8, Eastcheap, E.C.

Contractors to the British Army and Navy

On Active Service

THERE are more Ingersoll Watches in use by our British Soldiers n Khaki both in the firing line and in training at home, than any other make regardless of cost,

The reason is simple: there is nothing like an Ingersoll for really hard usage. It will stand all kinds of knocks and always keep good time.

INGERSOLL SERVICE WATCHES

Crown 5/-, Triumph 6/6, Eclipse 10/-, Junior 12/6, Wrist 13/6, Special Luminous Dials 2/6 and 5 - extra.

Ingersoll Service Watches are so-called because they offer longer and better service for the money expended than any other watch made. Ingersolls are assembled in England by British labour. They are on sale by over 15,000 Shopkeepers, but if your dealer cannot supply, then we will send the watch you need Post Free upon receipt of price.

Write at once for illustrated Catalogue.

ROBT. H. INGERSOLL & BRO.
353, Audrey House, London, E.C.

CHRISTMAS TIME

is just the time when a nice floor covering is noticed. When the table is cleared and you gather in a circle for the stories and the games, how much prouder the host and hostess will be of their home, and how much nicer for the guests if the floor is covered with Li-nola, the most beautiful low cost floor covering in the world. Anyone can afford it, because of its low price and the discount we allow of 2s. in the £ for Cash. We also sell Li-nola on Easy Terms, without security or reference. Write for free patterns.

LI-NOLA COST

Complete list of prices and sizes accompany patterns and samples.

CATESBYS
L. D., Dep. 19, 65-66, Tottenham Court Road, London, W

ZEPTO Makes Pearly Teeth.

We both have a stick of Zepto, and after we have cleaned our teeth in the ordinary way Zepto just removes the Tartar from the little chinks where the toothbrush fails

This is the way to keep your teeth perfect in appearance and *sound*. If you are careful to remove *all* the Tartar (a toothbrush alone cannot do it), decay is prevented, and your teeth will always remain pearly white.

ZEPTO THE ANTISEPTIC TARTAR REMOVER

Lasts many months - costs but 9d. *Use it always for Dental Plates.*
Of all Chemists and Stores, or post free from CHRISTY & CO.

T.M. SMOKERS' TOOTH POWDER (& in Paste Form.)
is prepared especially to remove all trace of nicotine, and prevent tainted breath. NO other Powder is like it, or so good for the purpose.

The best Tooth Powder for all Purposes.
Of all Chemists and Stores **6d.** per Tin, or in Paste form **1s.** per Tube, or post free from:—

THOS. CHRISTY & CO. (Dept. J.B.), Old Swan Lane, London, E.C.

If you select "Spinets" as your Xmas gift, they will not only reflect the discrimination of your choice, but will add appreciably to your friend's enjoyment of Yule-tide, because, being cork-tipped, they combine a firm, dry smoke, with the exquisite flavour of a specially selected Virginian tobacco

From Start to Finish the TIP is Firm & Dry

Spinet VIRGINIA Cigarettes

Packed in Enamelled Pocket Cases	**20 for**	**1/-**
And in Handsome Padded Boxes	**50 for**	**2/4**

R. & J. HILL, Ltd., LONDON.